CANADIAN Film Weekly
VOICE of the CANADIAN MOTION PICTURE INDUSTRY

Vol. 8, No. 42 TORONTO, OCTOBER 13, 1943 $2.00 Per Annum

Filmites to 'Speed the Victory!'

Canada Shares TITA Profits

After a special screening at Ottawa of the motion picture production of Irving Berlin's "This Is the Army," it was announced that a generous portion of the proceeds from the commercial showings of the film in Canada will go to The Canadian Army Show and Recrea-

(Continued on Page 5)

12.05s Dropped To Save Coal

To help conserve fuel for Canada's war needs two of the nation's leading circuits will voluntarily discontinue midnight shows. Famous Players and Twentieth Century Theatres have announced their intention of boosting the current drive to save in that way.

It is expected that other circuits

(Continued on Page 2)

Provincial Chairmen Appointed By War Services Committee

With the hour of action approaching, the men and women of the Canadian Motion Picture Industry are hopping around, anxious to get going on their fifth and greatest Victory Loan Drive. They are aware that a great deal is expected of them and every avenue of service, influence and inspiration will be explored in furthering the success of the Loan.

Provincial chairmen selected by the Canadian Motion Picture War Services Committee are:

British Columbia—D. Griesdorf, Odeon Theatres of Canada, Ltd.

Alberta—K. M. Leach, Strand

(Continued on Page 2)

The Pleasure Is Ours, Sir!

D. B. Mansur, assistant chairman of the National War Finance Committee, wrote the following to J. J. Fitzgibbons, who leads film folk in the Fifth Victory Loan:

"I would be glad if at your meeting you would express the appreciation of the National War Finance Committee for the many favors we have received from your industry. The Fifth Victory Loan commences on October 18th and I think your committee can be assured that once again we will be imposing on their good nature."

The pleasure is ours.

Superior Films Now Astor of Canada, Ltd.

Superior Films, Ltd., acquired by Astor, has now changed its trading title to Astor Pictures of Canada, Ltd. The company maintains offices at 21 Dundas Square, where Harry Price is in charge.

Clarence Robson Odeon V-P, Passes

Clarence Robson, one of the best-known figures in the Canadian theatre field, passed away in Keswick, Ontario, last Tuesday evening at the age of 60. He had been ill since last Fall, having suffered a stroke while visiting St. John, N.B. The late veteran had

(Continued on Page 2)

Deseronto Gets New Theatre

If present plans of the Deseronto, Ontario, Chamber of Commerce are carried out Deseronto will have a theatre opening soon. Through the efforts of this body an offer has been secured to purchase the Naylor Theatre property and it is expected alterations to the

(Continued on Page 2)

Milligan Is President Of Ontario Assoc'n

Morris A. Milligan, Hamilton exhibitor, was elected to the presidency of the Motion Picture Theatres Association at a meeting of the recently elected Board of Directors, held in the Toronto offices of the organization last week. N. A. Taylor became vice-president. Milligan and Taylor won their respective offices by acccclamation. H. Freedman succeeded Milligan as treasurer and Joe Garborino retained his post of secretary. Syd B. Taube remains executive secretary.

Organization and Membership Committee consists of Herb Allen, Harry Alexander and Joe Garborino.

Budget and Assessment Committee is staffed by Haskell Mas-

(Continued on Page 5)

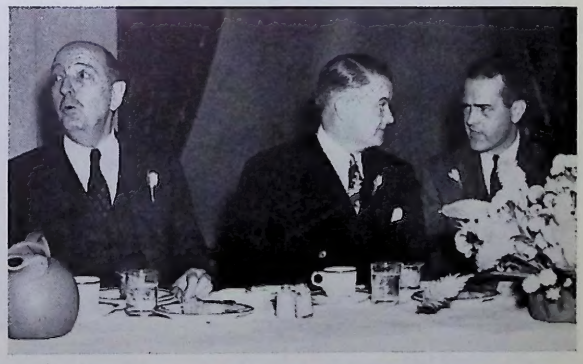
P.O. Jack Dale Missing

Pilot Officer Jack Dale, son of Ralph Dale of Odeon, has been reported missing during operations, it was learned with general regret this week.

USA to Up Ticket Tax

The USA theatre industry is expecting an official announcement from Washington that the federal amusement tax, now 10 per cent, will be raised to 30 per cent.

At the Coe Luncheon



Charles Francis (Socker) Coe, flanked on the left by North Winship, American Consul General, and on the right by Lee Trenholm, president of the Ad and Sales Club, which brought the Industry's envoy to Toronto for his first Canadian visit. Other Canadian cities are asking for a visit from Coe.

NOW IN ITS SIXTH SMASHING WEEK ON BROADWAY, NEW YORK

'The City That Stopped Hitler' -- Heroic Stalingrad

will soon create records in Canada. Contact your nearest EMPIRE-UNIVERSAL EXCHANGE for early playing time.

Film Weekly

Vol. 8, No. 42 October 13, 1943

HYE BOSSIN, Managing Editor

Address all communications—The Managing Editor, Canadian Film Weekly, 25 Dundas Square, Toronto 1, Canada.

Published by Film Publications of Canada, Ltd., 25 Dundas Square, Toronto, Ont., Canada. Phone ADelaide 4317. Price 5 cents each or $2.00 per year. Entered as Second Class Matter

Full Speed Ahead

Once again you are being called upon to be the men behind the men behind the guns. You are being asked to help and to inspire others to help the Fifth Victory Loan.

Spiritually it's easier to do your share now than at any time since the war began. Things are going now in the way you've wanted them to go ever since the Nazis decided to see what we, as individuals and as a nation, were made of. And they didn't like what they found out.

They found out that Canada, ranking low among the 32 United Nations in population, was the kind of country that could rise to fourth in war effort, keeping company with England, the USA and Russia. Canada, the Nazis learned, was not only a fighting nation but a working nation of great capacity. Our soldiers and our workers made Canada what it is today. Keep it where it is.

Our soldiers have invested years of their lives so that we here may continue living as they used to. And thousands of them have invested their lives in our future. The least we can do is to invest our money in theirs—and ours.

Deseronto Gets New Theatre

(Continued from Page 1)

building will start shortly.

The interested company agreed to purchase equipment and operate the theatre if the town will make the necessary alterations and repairs, estimated at approximately $3,000. A number of citizens have guaranteed this amount to the bank and when the job is done the company will pay it back plus $2,000 for the property. Under these terms it is expected the theatre will open within three months.

Authorities are of the opinion that the increase of civilian population due to an influx of air force personnel make a theatre necessary. A number of other towns have asked for theatres to cope with the problem of entertainment for increased populations.

Theatre Janitor Routs Thugs

Two gunmen trying to break into the Vogue Theatre, Vancouver, British Columbia, in the early hours of the morning last week, were stopped by Jim Wallace, theatre janitor, who fought with them and forced them to bolt.

Massey Hall Change

Manager of Massey Hall, Toronto, since 1933 and honorary secretary of the Board of Trustees since 1929, Wilfred C. James has resigned and has been succeeded in the managerial capacity by G. Ross Creelman, assistant manager for the last 10 years.

12.05s Dropped To Save Coal

(Continued from Page 1)

will do the same. Independent exhibitors can be expected to drop their 12.05s wherever practicable. In many instances the midnight show is a financial lifesaver for the exhibitor and it isn't likely that 12.05 cancellations will be complete, though no doubt it will be general.

The circuit move will apply in every case with the possible exception of New Year's Eve.

Canadian exhibitors, through the Canadian Motion Picture War Services Committee, have pledged a 30 per cent saving of fuel and will help educate the public to do the same.

Booth Men Join CCF

Members of Local 302, Motion Picture Projectionists, Calgary, Alberta, decided to affiliate their whole membership with the CCF at a meeting last week.

Vocalite Screens

Vocalite Screens have been installed in the Plaza, Gaspe, Quebec, and the screening room of Regal in Montreal.

New Booklet Prepared By National Council

The National Council of Independents is preparing another booklet like the one issued last year, a bombshell attack on Canadian film trade practices. Officials say that it will have twice as many pages and much more dynamite.

Filmites 'Speed The Victory!'

(Continued from Page 1)

Theatre, Calgary.

Saskatchewan — W. Winterton, Capitol Theatre, Saskatoon, and F. Willis, Capitol Theatre, Regina.

Manitoba—J. Pearson, Corona Theatre, Winnipeg.

Ontario—N. A. Taylor, Twentieth Century Theatres, 21 Dundas Square, Toronto, and Herb Allen, Theatre Holding Corporation, 21 Dundas Square, Toronto.

Quebec—Eugene Beaulac, Quebec Allied Theatrical Industries, 323 University Tower, Montreal, Quebec.

New Brunswick — Reg. March, Twentieth Century-Fox Corporation, 12 Hazen Avenue, St. John.

Nova Scotia — R. S. Roddick, Capitol Theatre, Halifax, and W. H. Cuzner, Strand Theatre, Sydney Mines.

J. J. Fitzgibbons, as chairman of the Canadian Motion Picture War Services Committee, heads the list and leads the drive.

The campaign, the slogan of which is "Speed the Victory," will follow along the lines of last year. The screen will be used in every way possible, lobbies will be used for the display of posters and the distribution of literature, special mats to be used with regular theatre advertising will be available, fronts, lobbies and marquees will be decorated, and so on. Exhibitors can get anything they need from their local chairmen, who will be acting in close connection with the provincial chairman. These will be in constant touch with their branch of the National War Finance Committee.

Pledges will be distributed, as will forms that record the effort of each theatre.

There will be a minimum of Sunday shows this time, local branches of the National War Finance Committee being advised to go easy on that sort of thing.

Four brief film bulletins have been prepared for Canadian distribution. These feature Bing Crosby, Mary Pickford, Frank Morgan and Michelle Morgan, the last speaking in French.

Robbers a Holdover At Rosefield House

Right on top of a holdup two weeks ago, which caused the receipts to vanish, Lou Rosefield's Westdale Theatre, Hamilton, Ontario, got a rough going-over from determined burglars.

During the night they entered through the ladies' room window. They smashed the dial on the safe and used a drill to no effect. No money was lost, but desks, the candy machine and doors were smashed.

Lou is getting pretty fed up with things.

Clarence Robson Odeon V-P, Passes

(Continued from Page 1)

been prominent on the Canadian theatre scene for over 30 years. Connected with General Theatres, he was vice-president of Odeon Theatres.

Born in Port Perry, Ontario, he entered the theatre field early in life. With his brother Frank, who died three years ago, he managed the Canadian tour of the famed Sheffield Chorus. Shortly after he leased the Crystal Theatre, Toronto, then became supervisor for that house and the Beaver for Joy and Bruce. His next venture was

CLARENCE ROBSON

Veteran Canadian theatre man, who passed away in Toronto last week.

as a partner in All Features with Mark Brock, a company which distributed films on a state rights basis.

In 1912 he became interested in the Strand, Toronto, then one of Canada's leading theatres, managing it for Harry Brouse of Ottawa. Robson brought Leon Schlesinger, now famed as a cartoon producer, to join the staff.

He was associated with the opening of the Regent, Toronto, Canada's first de luxe house, in 1916, and in 1920 became Eastern Division supervisor for the late N. L. Nathanson when Famous Players was formed. He and the late leader of the Canadian industry were firm friends and when Odeon Theatres was formed Robson went along.

A member of the Picture Pioneers, he was also high in the Masonic Order. Robson is credited with inaugurating movies in army camps, supervising the building of a theatre at Camp Borden in 1915.

He is survived by Mrs. Robson and a daughter, Mrs. Connie Spencer, wife of the manager of the Capitol, Hamilton, Ont.

Paramount's "Let's Face It" a Screwy Comedy with Bob Hope and Betty Hutton

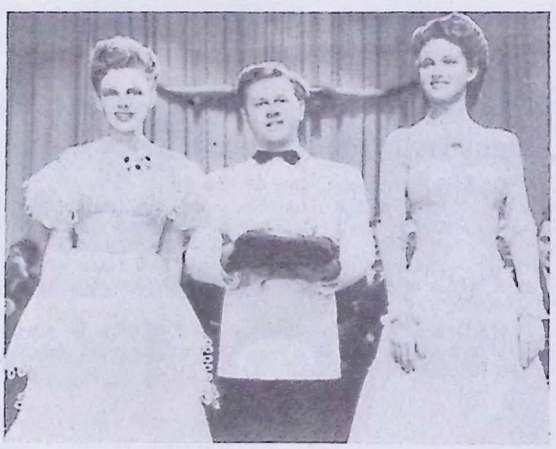
OFFERING Bob Hope, one of the most consistent box office draws in the business, and the rising Betty Hutton, Paramount's "Let's Face It" is doing outstanding business everywhere, says the studio. Hope and Hutton, a first-time hookup, is advertised as "The team of your dreams." It is a comedy with music, with the emphasis on the comedy.

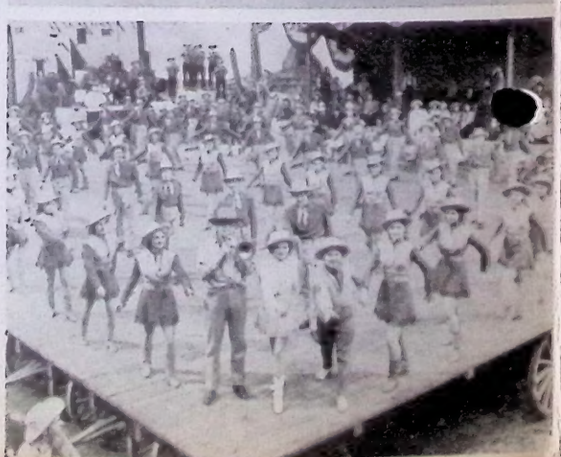
It's an army comedy about a soldier who is always losing his marriage money and cooking up wild schemes to get it back and more.

MGM's "Girl Crazy" Whirlwind Musical Western Has Rooney - Garland - Dorsey - Gershwin Music

REGAL'S liveliest musical in a long time is "Girl Crazy," a college Western, featuring talented juniors and starred in by Mickey Rooney and Judy Garland. The music is of the finest kind, that of the late George Gershwin, and it's played by the immensely popular Tommy Dorsey and His Orchestra. Also helping to liven things are Rags Ragland, Guy Kibbee, Henry O'Neil and many others.

The story is about a girl-crazy youngster shipped from New York to a Western college to change his interests. Norman Taurog directed and Arthur Freed produced.





Canada Shares TITA Profits

(Continued from Page 1)

tion Fund. This arrangement is made possible by Famous Players' Canadian Corporation and other Dominion film exhibitors. Concurrence in this plan was given by the United States Army Emergency Relief Fund, for whose benefit the film was produced by Warner Bros. Pictures.

The Canadian Army Show and Recreation Fund has been created for the entertainment, recreation and welfare of the men and women of the Canadian Army. The Fund is administered by a Civilian Board of Trustees composed of representative citizens from coast to coast.

"This Is the Army" was originally produced as a Broadway stage show over a year ago, and toured the United States, realizing more than $2,000,000 for the United States Army Relief Fund.

Subsequently Warner Bros. Pictures paid $250,000 for the screen rights and offered the Fund their entire profits accruing from distribution of the film. Beside a soldier cast of 350, the motion picture stars Irving Berlin, George Montgomery, Joan Leslie, Lieut. Ronald Reagan, George Tobias, Alan Hale, Charles Butterworth and Kate Smith. Michael Curtiz directed the picture.

"This Is the Army" had its Canadian premiere at Whitehorse, Yukon Territory, on September 21, and opened its first regular engagement in Edmonton on Sept. 20.

Milligan Prexies Ontario Assoc'n

(Continued from Page 1)

ters, H. Freedman and Morris Stein.

A special committee was appointed to work on the matter of a national organization, with Harry Alexander as chairman. Other members are N. A. Taylor, Morris A. Milligan and Syd B. Taube.

Members of the Board of Directors, under the constitution of the organization, are taxed with electing officers from amongst themselves.

We Will Rent or Lease Your Theatre If Price Is Right

WRITE TO BOX 17

Canadian Film Weekly

On Second Thought

Mark Berman spotted this interesting anecdote in "Coronet" and showed it here:

In the bargaining which has gone on between motion picture exhibitors and producers since the birth of the industry, it has been the almost universal practice for exhibitors to pretend that they are continually losing money. By this means they try to make the best deal they can for pictures they are buying.

The late Douglas Fairbanks heard for years from a certain exhibitor that he was continually losing money on Fairbank's pictures.

When "Robin Hood" opened, it was a tremendous hit. And so Fairbanks called the exhibitor long distance from Hollywood to hear his reaction.

"How's business?" asked Doug.

"It's great!" shouted the exhibitor. "We've had a line outside the boxoffice since 10 o'clock this morning, the lobby is filled to overflowing, they're even standing in the aisles."

Then, realizing that his enthusiasm had gone too far, he added:

"If it keeps up like this, I'll break even."

* * *

Observanda

There's an interesting painting of Edward Rigby, one of the stars of "Meet Mr. London," at Eaton's College Street store. It was painted by Allen Barr when Rigby was here some years ago. . . . There's a rumor that Ernie Bushnell will be the new CBC chief. Sir Thomas Beecham, famed English conductor, sure got off some ear-blistering remarks about the government network while on the coast last week. Another popular rumor is that John Grierson, Film Board head, may line up CBC along with the WIB and NFB as part of his job. . . In one USA town police raided a movie house, stopped the show and warned all that they would be charged with "non-support" if they didn't bail themselves by buying a War Bond. They got $130,000 that way. . . Peter Budd, manager of the Revue, pappied a gal, and Mrs. Budd is doing right well. It's their second, the first being a lusty little lad.

* * *

They Went Thataway

Charlie Mavety almost returned to his role of sheriff a couple of weeks ago. Some varmints sashayed off with one of Charlie's trucks. The boss of Circle M was all for old-fashioned justice. The thievin' galoots were lucky that Charlie didn't round up a posse and string 'em up, the ornery critters. The police, however, located the truck near Peterborough, a long way from Dundas Square, but the hombres had damaged it in trying to remove batteries, etc. They better not come around thisaway agin, gol durn their yeller hides. There'll be a bellyful of lead or a necktie party waitin' for 'em.

* * *

Tom's Toronto Coming-of-Age

Tom Daley, popular and bland boxofficer of Famous Players, now at the helm of the FPC flagship, Imperial, Toronto, last week celebrated his 21st year in Toronto. By virtue of the number of Tom's Toronto friends, the mayor ought to throw a birthday party on the City Hall steps.

The Daley headed this way from the Maritimes in those distant days is still an unredeemed Bluenoser, though we won't hold his loyalties against him. I've overeaten many a time because of an appetite excited by Daley's descriptions of down-home food.

Toronto has been good to Tom. He has thrown three sevens in a row here—seven years each at the Tivoli, Uptown and the Imperial.

Everyone hopes that he keeps throwing winning passes forever.

MONOGRAM PICTURES

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Toronto

20 Features
6 Super Specials
8 Great Westerns for 1943-1944

LADY LET'S DANCE
An Ice-travaganza starring enchanting BELITA
2nd BELITA hit as yet unnamed

WOMEN IN BONDAGE
(*formerly Hitler's Women*)
No picture in years has had the terrible power of this film

WHERE ARE MY CHILDREN
Juvenile delinquency graphically depicted

GROUND CREW
starring Jackie Cooper

FIGHTING QUARTERMASTER
Crammed with drama

SPOTLIGHT SCANDALS
Frank Fay—Billy Gilbert

MELODY PARADE
Mary Beth Hughes
Eddie Quillan
2 more to be named

4 EAST SIDE KIDS
2 BELA LUGOSI
2 CHARLIE CHAN
2 CISCO KIDS
8 SMASHING WESTERNS

★

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Winnipeg Calgary Vancouver

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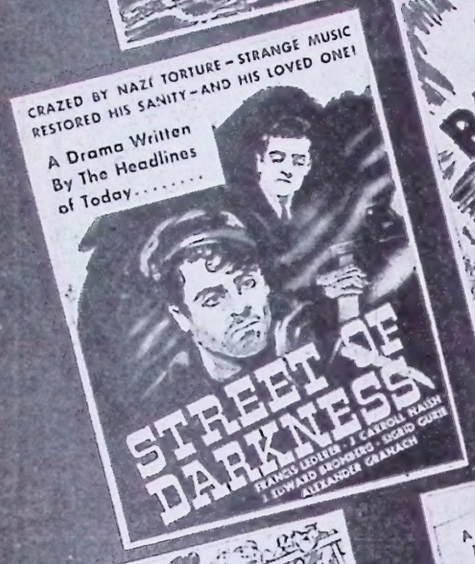
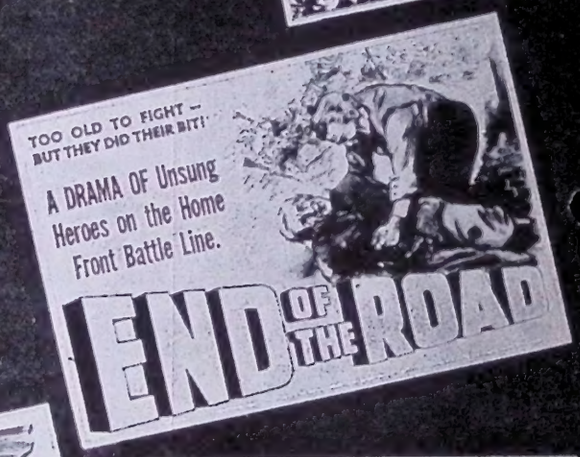

CRAZED BY NAZI TORTURE – STRANGE MUSIC RESTORED HIS SANITY – AND HIS LOVED ONE!
A Drama Written By The Headlines of Today.....
STREET OF DARKNESS

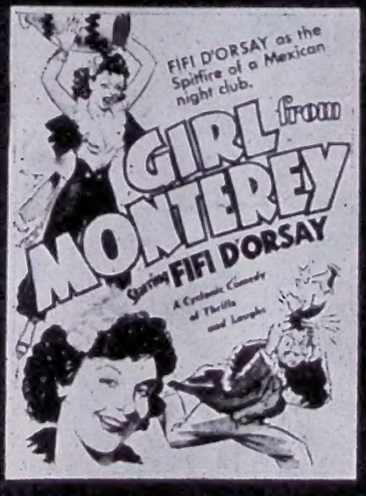


JIM TULLY'S Heart-Tugging Story of the Experiences of War Orphans Sent to U. S.
FORGOTTEN Children
Realistic Drama by The Master Screen Writer

PRC Pictures

ITS 1943-1944 PROGRAM

HIT SONGS
YOU'LL SING ALL RIGHT! SWING ALL RIGHT! IT'S THE SEASON'S RHYTHM-JAMMED JAMBOREE OF JOY!
OH! SAY CAN YOU SING!
GALS AND GLAMOR! BIG NAME BANDS! SONG HITS GALORE!
A MUSICAL EXTRAVAGANZA FOR ENTERTAINMENT ONLY!


FIFI D'ORSAY as the Spitfire of a Mexican night club.
GIRL from MONTEREY
Starring FIFI D'ORSAY
A Cyclonic Comedy of Thrills and Laughs

HOT MONEY TRAIL LEAVES COLD DEATH TRAIL!
THEY TRACKED HIM ACROSS TWO CONTINENTS ...BUT IT TOOK A CLEVER GIRL TO OUTWIT HIM!
SUSPECTED PERSON

SERIES OF 8
Buster CRABBE WESTERNS
STARRING BUSTER CRABBE
with AL (Fuzzy) ST. JOHN
BUSTER CRABBE'S new series of hard-fighting, thrill-packed stories with Al (Fuzzy) St. John, the greatest Western comic.

SERIES OF 8
TEXAS RANGERS
STARRING
JIM NEWILL and TEX O'BRIEN
Whirlwind action, studded with the catchy melody of Cowboy Songs and a hill-billy band.

LEON FROMKESS
In Charge of Production

Technicolor Has 33 Coming Up

"Any Technicolor film will do business," the head booker of one of Canada's largest circuits told a gathering of managers the other day. Judging by the competition for dates with the limited number of colors cameras available, the studios certainly think so.

Twelve Technicolor features are now before the Canadian and American public, 10 are ready for release, nine are in production, and fourteen are in preparation.

The Technicolor films that are still to reach the public are:

TO BE RELEASED:

"America" —M-G-M
"As Thousands Cheer" —M-G-M
"Cobra Woman" —Universal
"Desert Song" —Warner Bros.
"Gang's All Here, The" (formerly "Girls He Left Behind") —20th Century-Fox
"Lady in the Dark" —Paramount
"Lassie Come Home" —M-G-M
"Riding High" —Paramount
"Sweet Rosie O'Grady" —20th Century-Fox

IN PRODUCTION:

"Ali Baba and the 40 Thieves" —Universal
"Broadway Rhythm" —M-G-M
"Buffalo Bill" —20th Century-Fox
"Cover Girl" —Columbia
"Frenchman's Creek" —Paramount
"Kismet" —M-G-M
"Pin-Up Girl" —20th Century-Fox
"Story of Dr. Wassell" —Paramount
"Up in Arms" —Samuel Goldwyn

IN PREPARATION:

"Back Home in Indiana" —20th Century-Fox
"California" —Paramount
"Caroline" —Universal
"Gay Nineties" —Warner Bros.
"Gibson Girl" —RKO
"Greenwich Village" —20th Century-Fox
"Gypsy Girl" (formerly "Zorya" —Universal
"Heart of the City" —Columbia
"Meet Me in St. Louis" —M-G-M
"Mr. Co-Ed" —M-G-M
"National Velvet" —M-G-M
"Rainbow Island" —Paramount
"The Robe" —RKO
"Where Do We Go from Here?" —20th Century Fox

Grierson, Legg Slated For CCNY Lectures

John Grierson, Canada's film commissioner, and Stuart Legg, editor of "The World in Action" series, are included on the list of lecturers for the New York City College Institute of Film Techniques on its Fall semester which starts Oct. 6th. Other well-known directors and producers will address the Institute.

Now Booking

THE BIGGEST BOXOFFICE ATTRACTION OF ALL

SCARFACE

PAUL MUNI
GEORGE RAFT BORIS KARLOFF

SKY DEVILS

SPENCER TRACY
In His Army Comedy Hit

New Prints New Advertising

PLAYED BY ALL THE LEADING CIRCUITS

Famous Players Odeon
Independent Exhibitors
20th Century Theatres

Released By
ASTOR PICTURES
(Canada) Limited
21 Dundas Square Ad. 2523

Successors To
SUPERIOR FILMS LIMITED

British Work On 14 Films

Motion picture studios in Great Britain, though hampered by a dire shortage of space, talent and labor, are currently working on 14 major productions. British National is filming "Shipbuilders," with Clive Brook and Margot Grahame; "Heaven Around the Corner," directed by Fred Selznick; "Old Mother Riley Overseas," starring the famous comedy team of Lucan and MacShane; and an untitled film directed by Leslie Hiscott.

Two Cities (Denham) has Shakespeare's "Henry V," with Laurence Olivier; "The Way Ahead," with David Niven; "Tawney Pit," and "English Without Tears," by the well known playwright of "French Without Tears" and "Flare Path," Terrence Rattigan.

The first American soldier to appear in a British production, Sgt. John Sweet of the USArmy is playing the Modern Pilgrim in the Archers Company's "Canterbury Pilgrim." Michael Balcon is making "For Those in Peril," "San Demetrio, London," and "Halfway House"; Gaumont-British at Shepherds Bush is working on "Give Us the Moon," with Vic Oliver.

The Amis des Volontaires Francais, welfare unit of the Fighting French, is sponsoring "Born in Britain," a film designed to show its work. George King is working on this as well as another film, "Candlelight in Algeria."

F. H. Richardson Dies

Frank H. Richardson, world-famous authority on projection and author of the "Bluebook of Projection," died recently at Poughkeepsie, N.Y., following a stroke. He was 76 years old.

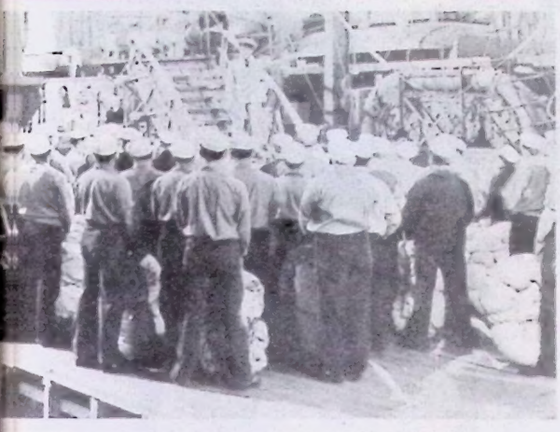
VOCALITE

Crystal Beaded SOUND SCREEN

Doubles the Brightness of the Projected Light

Sold in Canada by

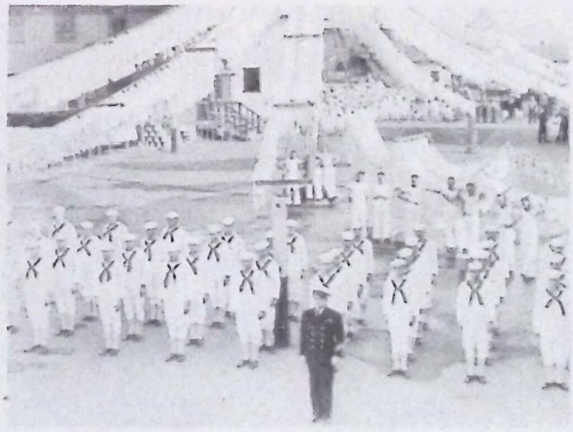
PERKINS ELECTRIC COMPANY LIMITED



Columbia Offers "Destroyer" as Top Film of Navy Adventure and Romance

COLUMBIA'S "Destroyer" is called "extraordinary film entertainment" that has "sweat, joy and thrill-packed action." It stars Edward G. Robinson, Glenn Ford, Marguerite Chapman and Edgar Buchanan and was directed by William A. Seiter. Louis F. Edelman is the producer.

The company says that it has put out a powerful advance advertising campaign in such magazines as Life, Modern Screen, Look, Screen Romances, Photoplay, Movie Mirror, Screen Guide, Screenland, Movie Story and others.



"Phantom of the Opera" a Hit Everywhere Has Technicolor . . . Fine Music and Thrills

UNIVERSAL'S "Phantom of the Opera" has lived up to the studio's advance claims for it in all its early runs, long lineups and holdovers being the standard state of affairs. The remake of the big hit of yesteryear disproves the old theory that lightning doesn't strike twice. "Phantom" will outgross its predecessor by far.

"Phantom of the Opera" has the sort of Technicolor mounting that often makes the screen look like an animated Art Gallery. Its music is unforgettable and it's likely that the picture will be revived many times in future years. Nelson Eddy makes a strong comeback, and Susanna Foster, who plays the feminine lead, is assured of stardom. Claude Rains, as The Phantom, and Edgar Barrier, along with a cast of thousands, build it out.

IT'S ALWAYS FAIR WEATHER WHEN GOOD SHOWMEN AND GOOD SHOWS GET TOGETHER!

THE Paramount Picture

EXTRA
PLAYING TIME IS THE ORDER OF THE DAY WITH PARAMOUNT PRODUCT!

VOL. 2 (ADVT.) The Lowdown on the Production and Distribution of the Best Shows in Town! NO. 4

Paramount Offers *Canadian* News

Newsy Comments

Comments throughout the industry have been most complimentary to Paramount and its newsreel.

Mr. N. A. Taylor, of Twinex Century Theatres, says of Paramount's new news that it is "invaluable to Canadian theatres to be able to present the type of newsreel shots and accompanying commentary which Canadians want to see. The new Canadian Paramount News is the embodiment of this, and Paramount is to be congratulated on this progressive step as well as on their selection of commentator."

At the convention of Famous Players managers, held in Toronto a short time ago, praise was lavish for the new reel. Larry Berg of Vancouver called it a "swell reel and one that should go places with patrons throughout the Dominion."

Bob Roddick, from Halifax, was "sold a hundred per cent on the new reel as something that exhibitors should have had ages ago." Frank Kershaw, from Calgary, was "pleased that Paramount had come through again with something that Canadian Exhibitors had wanted for sometime." Eddie Zorn, from Winnipeg, added his "bit" to the rhapsody of raves on the news by stating that "the new news is a definite step forward in satisfying popular demands by moviegoers for more Canadian news of the Home Front."

Ben Geldsaler of Famous Players also had a good word to say for Paramount's Canadian News. "The new Paramount Canadian News fills a long felt want on the screens of Canadian theatres. It is refreshing and inspiring to be able to see Canada's part in world events so well portrayed, and presented with commentary by a Canadian, for Canadians. R. W. Bolstad, also of Famous Players, had this to say: "Congratulations on the new Canadian Paramount News. Your complete Canadian coverage with Canadian commentary makes this subject one of the finest on your program. Win Barron's voice is excellent."

All-Canadian Reel

Ever since the war began, Canadian exhibitors have demanded a Canadian newsreel—they now have one. Paramount has come through again with **another FIRST.**

Canadians all across the Dominion from Halifax to Vancouver are justly proud of the things that their countrymen are doing—particularly on the Home Front. They are filled with natural pride when they read of Canadian accomplishments in the press. But how much more so when they see Canadian accomplishments on the screen—news in action. Well, the new **Canadian** Paramount News brings you action shots of the Canadians from all over the world as well as on the Home Front—Canadians both in photography and commentary.

The Canadian Paramount Company is prepared to bring in additional prints to satisfy increased demands for this new **Canadian** Paramount News. Contact your Paramount branch manager or salesman for dates and information.

This is the first **all-Canadian** news to be released and distributed in this country. Every theatre, large and small and irrespective of run, should show this reel and satisfy a long felt want by their movie patrons. Get on the band wagon, boys! Show your patrons that you have the first things **FIRST!**

New All-Canadian Newsreel by United States Firm Reflects Growing Importance of Canada

The growing importance of Canada, not only as a nation among the United Nations, but also as a market worth catering to, is strikingly indicated by a new development in the motion picture industry; the production of a CANADIAN edition of Paramount News, specially edited for Canadian consumption and presented by a Canadian commentator in the person of Win Barron, who is also Paramount's field man in the Dominion.

In this city, the all-Canadian newsreel was exhibited at the Capitol Theatre the second half of last week and one wonders how many of our local movie fans noticed the innovation. The reel had a pleasingly Canadian flavor and maintained a creditably high standard for films of this particular kind.

Given adequate support and encouragement by Canadian theatregoers, we may look forward to the growth of the Canadian newsreel into an institution not only full of amusement interest but also of great publicity value to the Dominion abroad.

Pictured above are scenes from the new CANADIAN Paramount News. There is General McNaughton and his staff, including Major General Guy Simmonds, taken in the European theatre of war. There is Mrs. Angus McDonald with Rear Admiral Percy Nelles taken while they were attending the launching ceremonies of the destroyer "Micmac" at Halifax. And, too, there's King George presenting Royal Colors to the Saskatchewan Regiment in a colorful and impressive ritual somewhere in England in honor of Canada's fighting men around the world.

All Canada waits eagerly for each issue.

BUY BONDS — 'SPEED THE VICTORY!'

At the Charles Francis Coe Luncheon